



CITY OF NEWPORT BEACH BALBOA VILLAGE ADVISORY COMMITTEE AGENDA

ExplorOcean
600 East Bay Avenue
Wednesday, January 9, 2013 - 4:00 p.m. to 5:30 p.m.

Committee Members:

Michael Henn, Council Member (Chair)
Keith Curry, Mayor
Gloria Oakes – Balboa Peninsula Point HOA
Ralph Rodheim – Balboa Village BID Board Member
Laura Keane – Central Newport Beach Community Association
Tom Pollack – ExplorOcean Representative
Jim Stratton – At-Large Representative

Staff Members:

Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director
Tony Brine, City Traffic Engineer
Fern Nueno, Associate Planner

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- I. **Call Meeting to Order**
 - II. **Public Comment on Non-Agendized Items** (comments limited to 3 minutes)
 - III. **Approval of Minutes**
Recommended Action: Approve December 13, 2012 Minutes (Attachment 1)
 - IV. **Commercial Parking Management Program**
 1. Introduction
 2. Review Proposed Work Program (Attachment 2)*Recommended Action: Forward Work Program to City Council Authorizing Implementation*
 - V. **2013 Work Program Schedule** (Attachment 3)
Recommended Action: Confirm Work Program Schedule 2013 & Forward to Council
 - VI. **Commercial Façade Subcommittee**
Recommended Action: Appoint up to three members
 - VII. **Public Comment**
 - VIII. **Adjournment** *Next Meeting Date Wednesday, February 13, 2013 4:00 p.m. to 5:30 p.m.*

Please refer to the City Website, <http://www.newportbeachca.gov/index.aspx?page=2196>, for additional information regarding the Balboa Village Advisory Committee.

AN AGENDA FOR THIS MEETING HAS BEEN POSTED AT LEAST 72 HOURS IN ADVANCE OF THE MEETING AND THE PUBLIC IS ALLOWED TO COMMENT ON AGENDA ITEMS.

IT IS THE INTENTION OF THE CITY OF NEWPORT BEACH TO COMPLY WITH THE AMERICANS WITH DISABILITIES ACT (ADA) IN ALL RESPECTS. IF, AS AN ATTENDEE OR A PARTICIPANT AT THIS MEETING, YOU WILL NEED SPECIAL ASSISTANCE BEYOND WHAT IS NORMALLY PROVIDED, THE CITY OF NEWPORT BEACH WILL ATTEMPT TO ACCOMMODATE YOU IN EVERY REASONABLE MANNER. PLEASE CONTACT LEILANI BROWN, CITY CLERK, AT LEAST 72 HOURS PRIOR TO THE MEETING TO INFORM US OF YOUR PARTICULAR NEEDS AND TO DETERMINE IF ACCOMMODATION IS FEASIBLE (949-644-3005 OR CITYCLERK@NEWPORTBEACHCA.GOV).

Attachment 1

Draft December 13, 2012 Minutes



CITY OF NEWPORT BEACH BALBOA VILLAGE ADVISORY COMMITTEE

Action Meeting Minutes

ExplorOcean, 600 East Bay Avenue

Thursday, December 13, 2012 - 3:30 p.m. to 5:00 p.m.

I. Welcome and Introductions

Chair Henn, Council Member, convened the meeting at 3:30 p.m., reviewed the meeting protocol, discussed the history and formation of the committee, discussed the committee purpose and goals, and welcomed everyone to the meeting. The committee members, City staff, and meeting attendees introduced themselves. Chair Henn confirmed that the agenda packets will be posted 72 hours in advance of the meetings and requested that the committee members read the materials prior to the meetings in order to make the meetings as productive as possible.

The following committee members and City staff were in attendance:

Committee Members

- Michael Henn, Council Member (Chair)
- Keith Curry, Mayor
- Gloria Oakes, Balboa Peninsula Point HOA
- Ralph Rodheim, Balboa Village BID Board Member
- Laura Keane, Central Newport Beach Community Association
- Tom Pollack, ExplorOcean Representative
- Jim Stratton, At-Large Representative

City Staff

- Kimberly Brandt, Community Development Director
- Brenda Wisneski, Deputy Community Development Director
- Tony Brine, City Traffic Engineer
- Jim Campbell, Principal Planner
- Fern Nueno, Associate Planner

Chair Henn requested any public comments on non-agendized items.

In response to a question from the public, Deputy Community Development Director Brenda Wisneski stated that future meetings would be recorded and the audio would be available on the City's website. She further stated that the minutes would be action minutes.

A member of the public wanted to ensure that mooring owners were not forgotten throughout the process, especially regarding the residential parking program.

II. Overview of Balboa Village Master Plan

Associate Planner Fern Nueno provided an overview of the Master Plan, highlighting the economic development, planning and zoning, parking, and public infrastructure strategies.

No formal committee action was required.

III. Residential Permit Parking Program (RPPP)

Ms. Wisneski provided a summary of the RPPP, including the details regarding the boundary of the area and who would be eligible, the reason for the program, and the times the permit requirement would be effective.

Principal Planner Jim Campbell discussed the details and results of the RPPP survey.

Ms. Wisneski discussed the details of the proposed RPPP Work Program, describing the components in detail and discussing the tentative schedule for the program.

Discussion followed regarding the RPPP details and mooring owners. Members of the public who are mooring owners stated that they should be included in the parking discussions, that the mooring association should be notified (noting that all mooring owners are not involved in the association), that the mooring owners should have received the residential parking survey, and that the annual mooring bills are being mailed out soon and that is a good opportunity to notify everyone. Staff indicated a survey would be created for the mooring owners and included in the final survey results.

Action: Committee Member Rodheim moved to forward the Work Program to City Council in January authorizing implementation, Committee Member Keane seconded the motion, and the motion was approved unanimously.

IV. Master Plan Priorities - Year-One

Ms. Wisneski reviewed the implementation matrix from the Master Plan and presented the proposed priorities for the committee's review. The committee discussed the proposed priorities and offered additional suggestions, comments, and changes.

Regarding parking, Committee Member Rodheim suggested that parking validation be offered for Balboa Village customers and discussed a parking district with funding for the area.

Regarding economic development, the committee discussed that the Balboa Village Business Improvement District (BID) may change or go away, which will affect the BID related priorities. Chair Henn noted the link between funding to the BID and special events and that the BID will create a special event strategy and the special events initiative should be moved into Year One Priorities in conjunction with the additional BID funding. Chair Henn mentioned the improved maintenance in the boardwalk area and the higher standards and consistency in the area. He stated that the area and standards need to be identified and budgeted as a line item with input from the Municipal Operations Department. He further discussed how the BID members and commercial property owners should keep the area in front of their businesses clean.

Mr. Rodheim stated that Balboa Village does not need a consultant to determine what events to hold.

The Year Two Priorities for streetscape, bicycle safety and bicycle sharing should be included in the improvements to bicycle and pedestrian facilities.

Mr. Rodheim suggested that the Commercial Facade Improvement Program be moved into the Year One Priorities. Mr. Stratton agreed. It was suggested that a subcommittee be formed to relieve staff of some of the initial duties.

Chair Henn stated that he would like the committee to take action and implement the Master Plan quickly, mentioned that he only has two years left on City Council and that he needs staff's enthusiastic support. He requested that every meeting have an agenda item.

Mr. Rodheim thanked Gloria, Laura, and Jim, and other residents of the area because they support the businesses.

Committee Member Stratton let the City staff know that the committee is available with expertise and legs to help meet the priorities.

Chair Henn stated that the committee is off to a good start.

V. Proposed Meeting Schedule

Chair Henn proposed the second Wednesday of every month from 4:00 p.m. to 5:30 p.m. as the regular meeting date and time. The meeting dates and times are subject to change and the agenda with the location and time will be posted as required, 72 hours in advance of every meeting.

There were no public comments on this item and the committee approved the schedule.

VI. Public Comment

Chair Henn noted that future agendas should reflect the three minute time limit for non-agendized items.

Interested parties were invited to address the Committee.

A member of the public noted that he is not concerned with Council legacy or quickness in regards to the timing of the actions, but that he is concerned with fairness.

A member of the public stated that the end of the street is used as a loading area for mooring owners transferring items to their boats, that the curb color is red, but that it should be green or yellow so that people can load their boats and then go back to park their car.

The number of vehicles and residents compared to the number of parking spaces in the area was discussed.

VII. Adjournment

There being no further business to come before the Committee, Chair Henn adjourned the meeting at 5:25 p.m.

Attachment 2

Commercial Parking Work Program

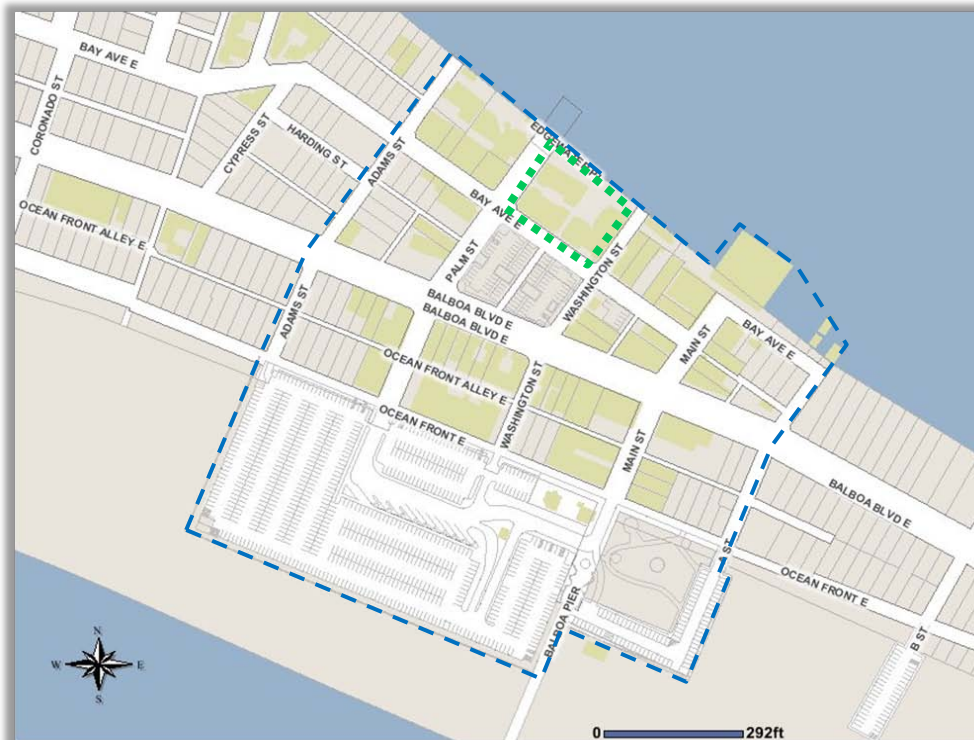
Balboa Village Commercial Parking Work Program

Background

- See Balboa Village Parking Management Plan provided as Exhibit 3 to the Balboa Village Master Plan for detailed background and information regarding the recommendations.
- Current off-street parking requirements are considered an impediment to new development and tenant attraction in the area.
- Balboa Village has a large supply of parking which is underutilized for all but the busiest summer weekends. There is adequate parking supply in Balboa Village to serve existing commercial uses, as well as proposed future development potential.
- Current parking pricing discourages use of off-street facilities, encourages use of on-street spaces, and causes parking spill over into surrounding residential areas.
- Implementation of parking strategies will require the review and approval by the City Council and California Coastal Commission.

Proposed Commercial Parking District Boundaries

Shared parking is one of the most effective tools in parking management. The success of the parking concepts is dependent upon evaluating parking on a district wide basis. The boundaries shown below reflect the potential boundaries of the parking district where the concepts would apply.



Work Program

1. **Public Outreach** – The commercial parking management strategies will affect the businesses within Balboa Village. Therefore, early outreach with this group is important. City staff will regularly attend the Business Improvement District and conduct workshops to communicate with business and property owners within the Village. The BVAC will also be a forum for communication with the stakeholders affected by the proposed parking program.
2. **Data Collection & Field Survey** – Understanding the current parking supply and dynamics of the demand is critical to developing both the residential and commercial parking strategies.
3. **Modify parking meter rates and time limits** – On- and off-street parking to use variable pricing as a means to meet target occupancy levels and generate an acceptable level of turnover. Pricing would be based on length of stay and also adjusted to respond to seasonal fluctuations in demands so that when demand is higher or lower, prices would decrease or increase, accordingly.
 - a) Confirm hour and rate structure – Current meter rates are \$1.50 per hour. Evaluate potential contractual amendments required to implement program. The Parking Master Plan recommends the following:

	Peak Season	Off-Peak Season
On-street 8am to 6pm; Daily	\$2.00/hour (0-2 hours) \$2.50/hour (2+ hours)	\$1.00/hour (0-2 hours) \$1.50/hour (2+ hours)
Off-street 8am to 6pm; Daily	\$1.50/hour (no max)	\$0.50 hour (no max)

- b) Draft Ordinance – Revise Municipal Code Section 12.44.040 to reflect modified meter hour and rate structure. Review for CEQA compliance. Present ordinance to City Council.
 - c) Implementation – Request parking enforcement contractor to modify rates and hours.
 - d) Monitor – Monitor the effects of the rate changes as it relates to revenue, changes in parking patterns, etc.
4. **Eliminate/modify parking requirements** – For new commercial developments and intensification of land uses parking standards need to be modified to reflect the urbanized, pedestrian aspects of the Village. This concept is contingent upon parking resources becoming a shared asset within the Village.
 - a) Evaluate existing parking supply and future parking demand based on anticipated growth in the Village.
 - b) Evaluate approaches for modifying or eliminating parking requirements.

Balboa Village Commercial Parking Work Program

- c) Develop modified rates or support for eliminating parking requirements.
 - d) Draft Ordinance – Revise Zoning Code Chapter 20.40.040 to reflect revised parking requirements for designated area of the Village. Review for CEQA compliance. Present ordinance to City Council.
- 5. Establish Employee Parking Program** – Issuance of employee parking permits for parking in designated area within the municipal beach lot.
- a) Program Development – Program development and implementation will be conducted with support from the Revenue Division. Evaluate need to amend parking consultant contract. Confirm designated parking area and method of permit issuance.
 - b) Draft Ordinance – Review for CEQA compliance. Present ordinance to City Council.
 - c) Program Marketing & Implementation – The program will be voluntary, so marketing its availability and the benefits will ensure the program is utilized.
- 6. Suspend in-lieu parking fee, including current payees** – Nine locations, and 93 parking spaces, within the Village participate in the in-lieu parking program which generates \$13,950 annually for the City.
- a) Draft Ordinance – Amend Municipal Code Section 12.44.125 suspending program.
- 7. Establish Shared Parking District** – Designation of a shared parking district would facilitate the shared parking or “park once” concept which will ensure the use of the existing parking is maximized and is made more convenient for users.
- a) Designate District boundaries.

Attachment 3

2013 Work Program Schedule

BALBOA VILLAGE 2013 PARKING MANAGEMENT WORK PROGRAM SCHEDULE												
	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC
PUBLIC OUTREACH												
1. BVAC												
2. BID												
3. Business/Property Owner Workshop				★					★			
DATA COLLECTION & FIELD SURVEYS												
			BVAC	★		★	★	★				
MODIFY PARKING METER RATES AND TIME LIMITS												
1. Confirm Structure			BVAC									
2. Draft Ordinance										PC	CC	
3. Implementation												
ELIMINATE/MODIFY PARKING REQUIREMENTS												
1. Evaluate current supply and future demand				BVAC								
2. Determine approach					BVAC							
3. Develop rate						BVAC						
4. Draft Ordinance										PC	CC	
ESTABLISH EMPLOYEE PARKING PROGRAM												
1. Program Development					BVAC							
2. Draft Ordinance										PC	CC	
3. Marketing & Implementation												
SUSPEND IN-LIEU PARKING FEE												
1. Draft Ordinance										PC	CC	
ESTABLISH PARKING DISTRICT												
1. Designate Boundaries							BVAC			PC	CC	
RESIDENTIAL PERMIT PARKING PROGRAM												
1. Field Survey												
2. Reaffirm Program									BVAC			
3. Draft Ordinance										PC	CC	
1. The Parking Management strategies will be submitted to the California Coastal Commission following approval of the Newport Beach City Council.												

BALBOA VILLAGE 2013 WORK PROGRAM SCHEDULE									
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